

The invention claimed:

1. A vendable delivery article, comprising:

a vendable prize delivery mechanism with a currency slot for the
5 insertion of local market currency where the promotion is being done;
the vendable prize delivery mechanism of a size and shape like that of
a primary product container that is customarily delivered to a consumer by a
vending machine, having an opening to an interior for receiving a premium;
and

10 a removable section to allow insertion of the premium into the
interior.

2. The vendable delivery article of claim 1, wherein the vendable prize
15 delivery mechanism resembles a beverage can.

3. The vendable delivery article of claim 1, wherein the vendable prize
delivery mechanism resembles a beverage bottle.

20 4. The vendable delivery article of claim 1, wherein the removable section
comprises a weighted removable bottom section.

5. The vendable delivery article of claim 1, further comprising material
covering the currency slot.

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6. The vendable delivery article of claim 1, wherein the premium can be accessed by unscrewing the removable section.

5 7. The vendable delivery article of claim 1, wherein the premium can be accessed by snapping apart the removable section.

8. The vendable delivery article of claim 1, wherein the vendable prize delivery mechanism is sufficiently transparent so that the consumer can see the premium without opening the removable section.

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9. The vendable delivery article of claim 1, wherein the vendable prize delivery mechanism is branded similar to the primary product container.

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10. The vendable delivery article of claim 1, further comprising a carrier that provides the vendable prize delivery mechanism with sufficient rigidity to withstand being placed in a column of primary product containers without degradation of the vendable prize delivery mechanism.

20 11. The vendable delivery article of claim 1, further comprising a weighted carrier to encapsulate the premium.

12. The vendable delivery article of claim 1, further comprising weighted interlocking components to hold the premium.

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13. The vendable delivery article of claim 12, wherein the weighted interlocking components comprise a carrier plug shaped to conform to an inner bottom surface of the primary product container.

14. A method for delivering a vendable delivery article via a vending machine, comprising the steps of:

manufacturing a vendable prize delivery mechanism with a currency slot,

5 assembling the vendable prize delivery mechanism by placing the premium into an interior region of the vendable prize mechanism;

shipping the vendable prize delivery mechanism;

inserting into the currency slot a proper local currency in the type and amount dictated by the local specific primary product cost into the vendable

10 prize delivery mechanism; and

placing the local vendable prize delivery mechanism into a local vending machine.

15. The method of claim 14, wherein the vendable prize delivery

15 mechanism resembles a beverage can.

16. The method of claim 14, wherein the vendable prize delivery mechanism resembles a beverage bottle.

20 17. The method of claim 14, wherein the vendable prize delivery mechanism comprises a weighted bottom section.

18. The method of claim 14, further comprising the step of covering the currency slot.

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19. The method of claim 14, wherein the premium can be accessed by unscrewing a removable section.
20. The method of claim 14, wherein the premium can be accessed by
5 snapping apart a removable section.
21. The method of claim 14, wherein the vendable prize delivery mechanism is sufficiently transparent so that the consumer can see the premium without opening a removable section.
- 10 22. The method of claim 14, wherein the vendable prize delivery mechanism is branded similar to a primary product container customarily vended by the local vending machine.
- 15 23. The method of claim 14, wherein the vendable prize delivery mechanism has sufficient rigidity to withstand being placed in a column of primary product containers without degradation of the vendable prize delivery mechanism.
- 20 24. The method of claim 14, further comprising inserting a weighted carrier that holds the premium into the vendable prize delivery mechanism.
- 25 25. The method of claim 14, further comprising inserting into the vendable prize delivery mechanism weighted interlocking components to hold the premium.

26. The method of claim 25, wherein the weighted interlocking components comprise a carrier plug shaped to conform to a inner bottom surface.

5 27. The method of claim 14, further comprising the step of sealing the mechanism by shrink-wrapping prior to shipping.

28. The method of claim 27, further comprising the step of covering the currency slot.

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29. A method for delivering a vendable delivery article, comprising the step of placing a vendable prize delivery mechanism with a currency slot into a vending machine.

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